

6457010

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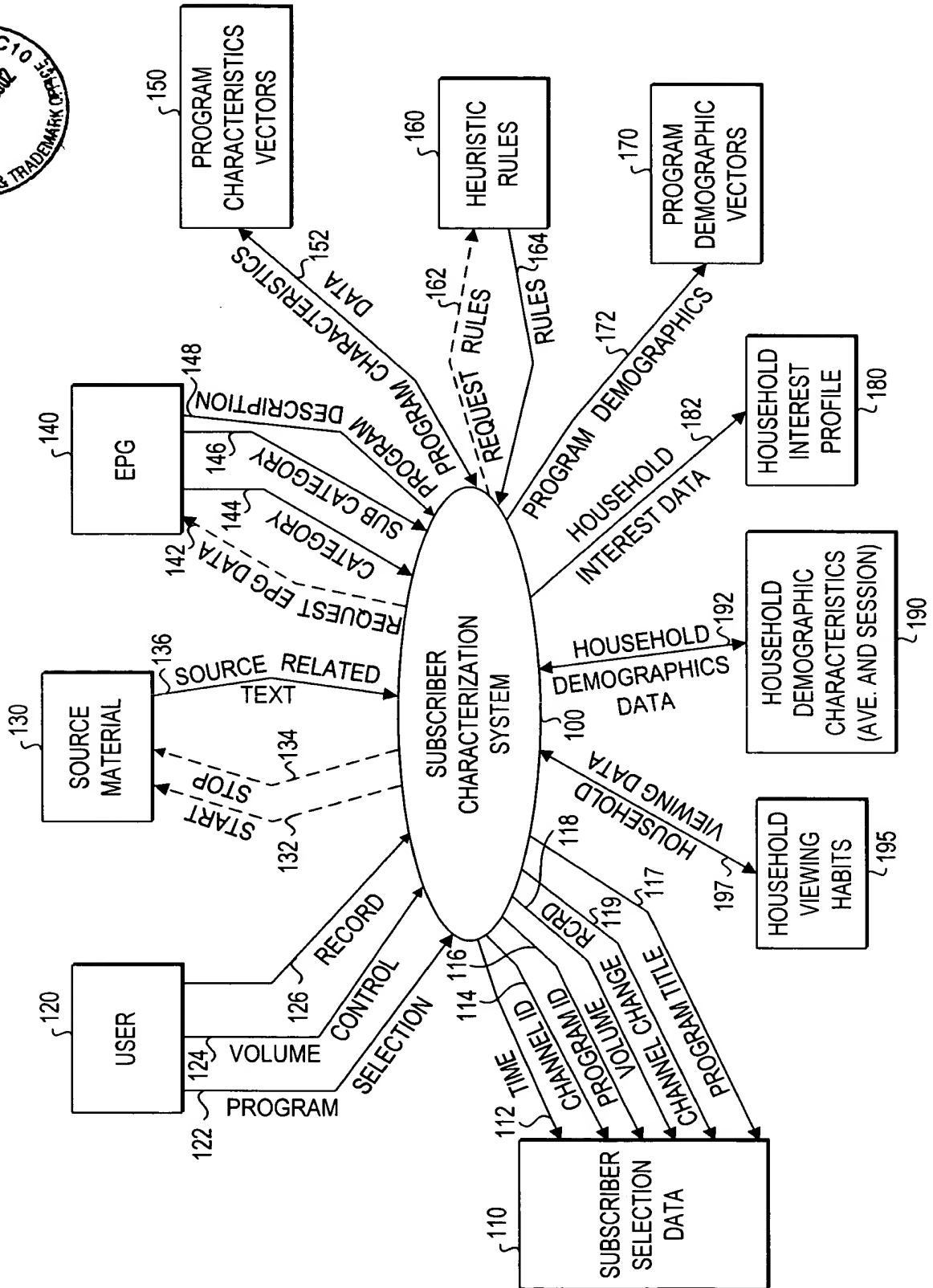
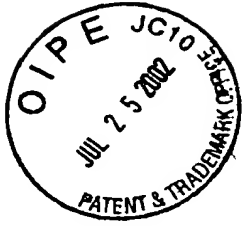


FIG. 1

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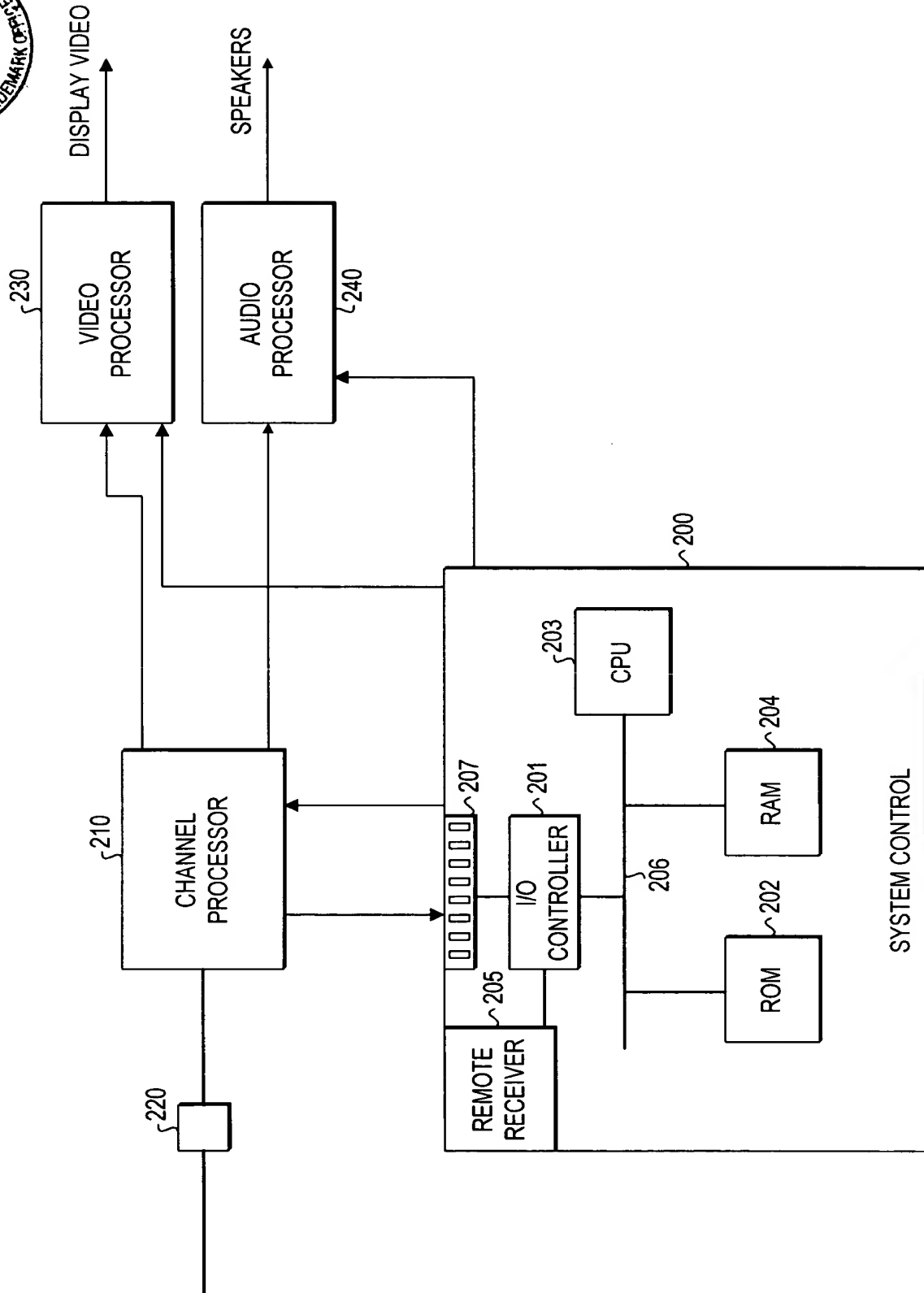
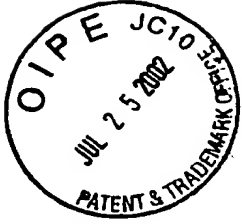
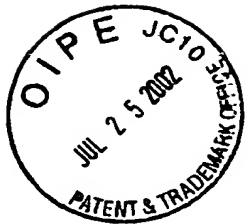


FIG. 2



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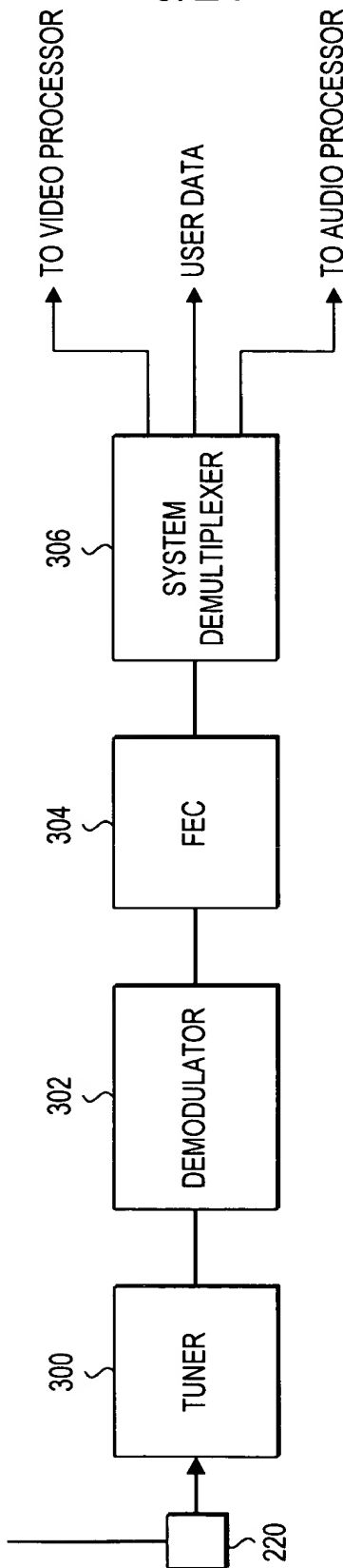
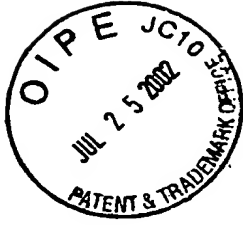


FIG. 3



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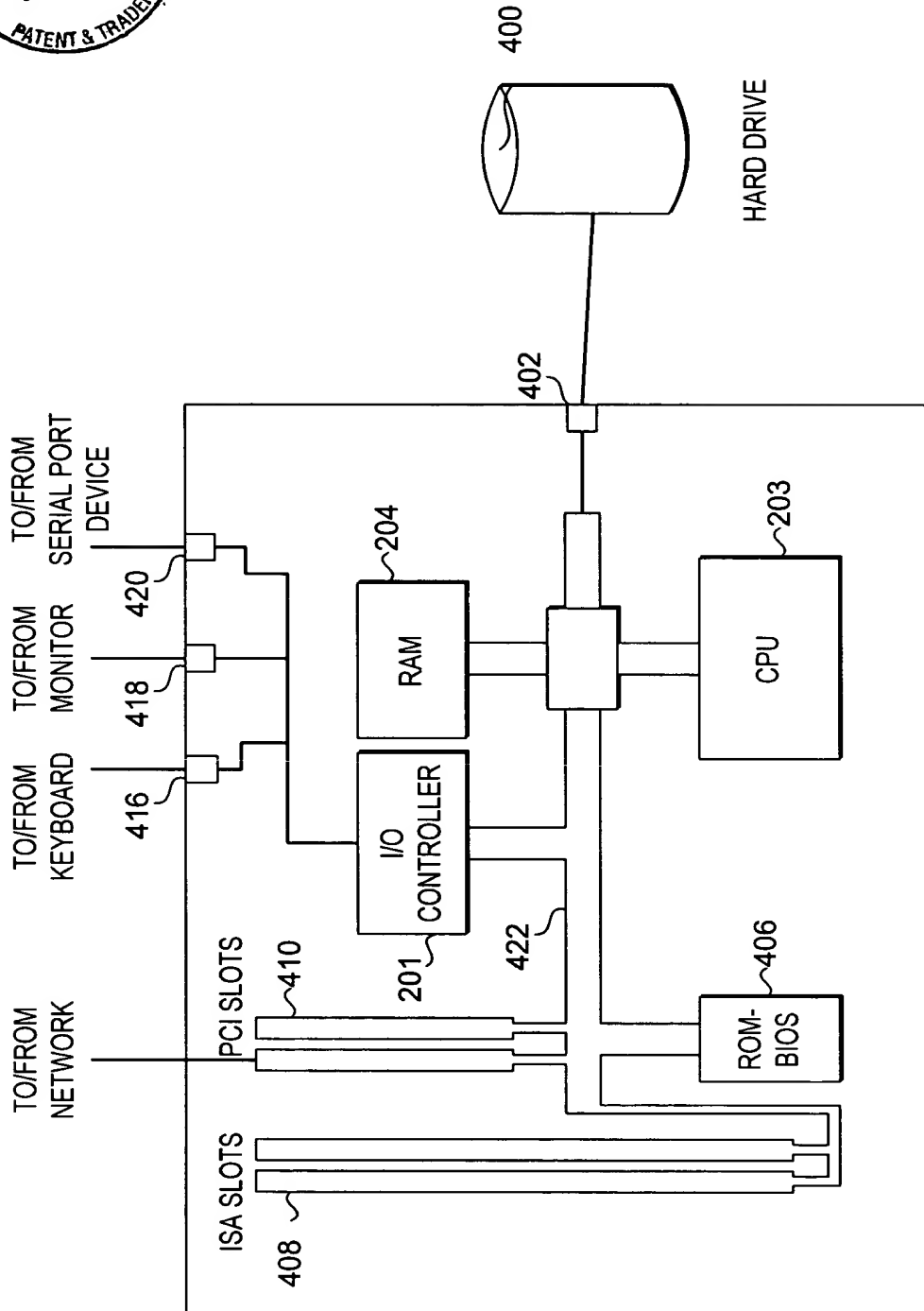
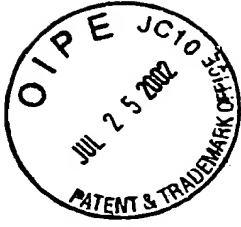


FIG. 4



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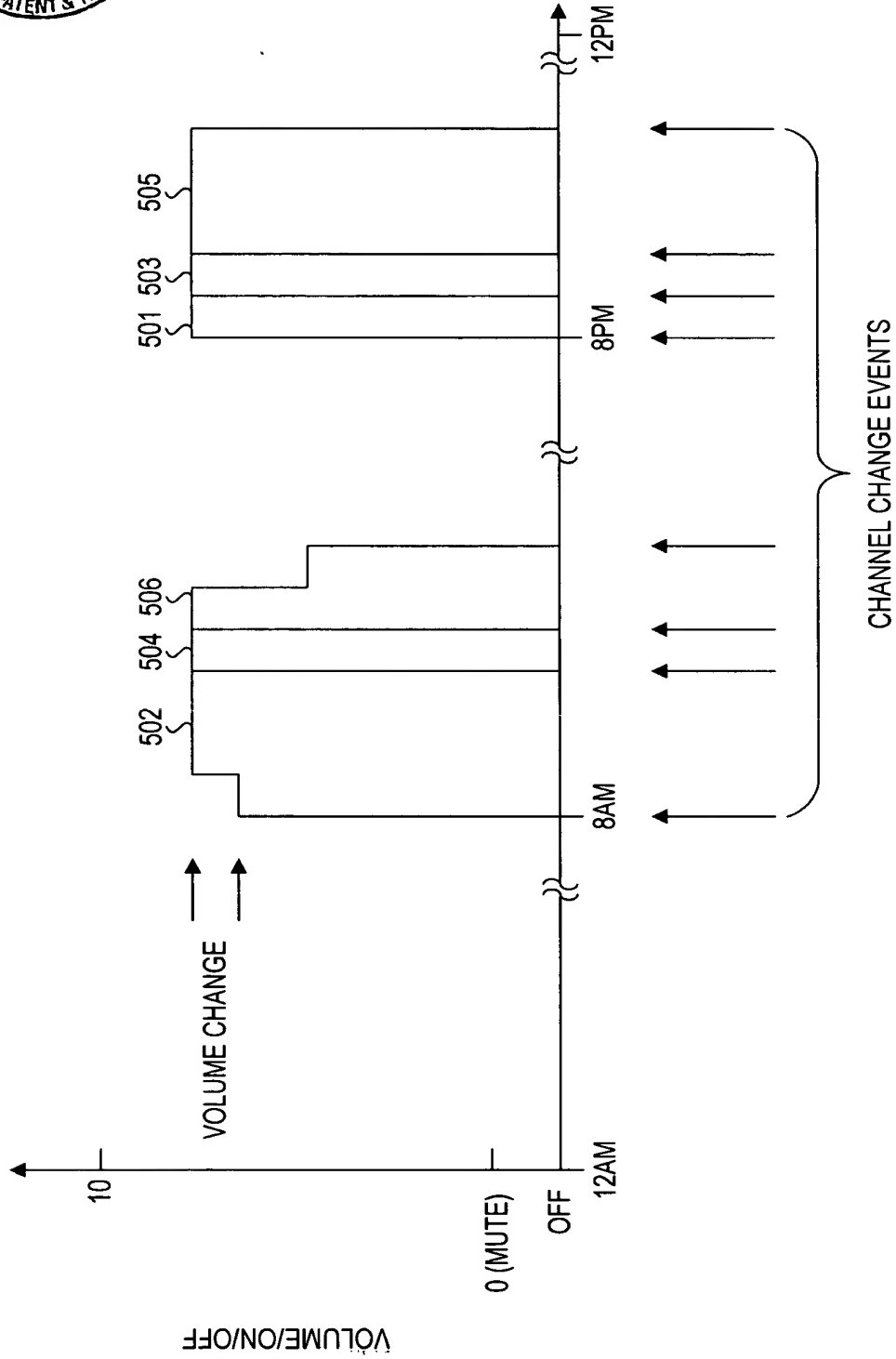
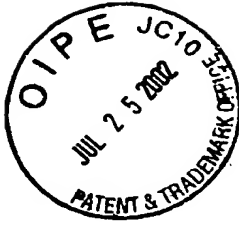


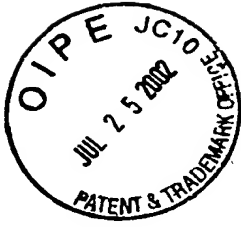
FIG. 5



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602	604	603	601
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 6



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700 TIME OF DAY	702 MINUTES WATCHED	704 CHANNEL CHANGES	706 AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 7

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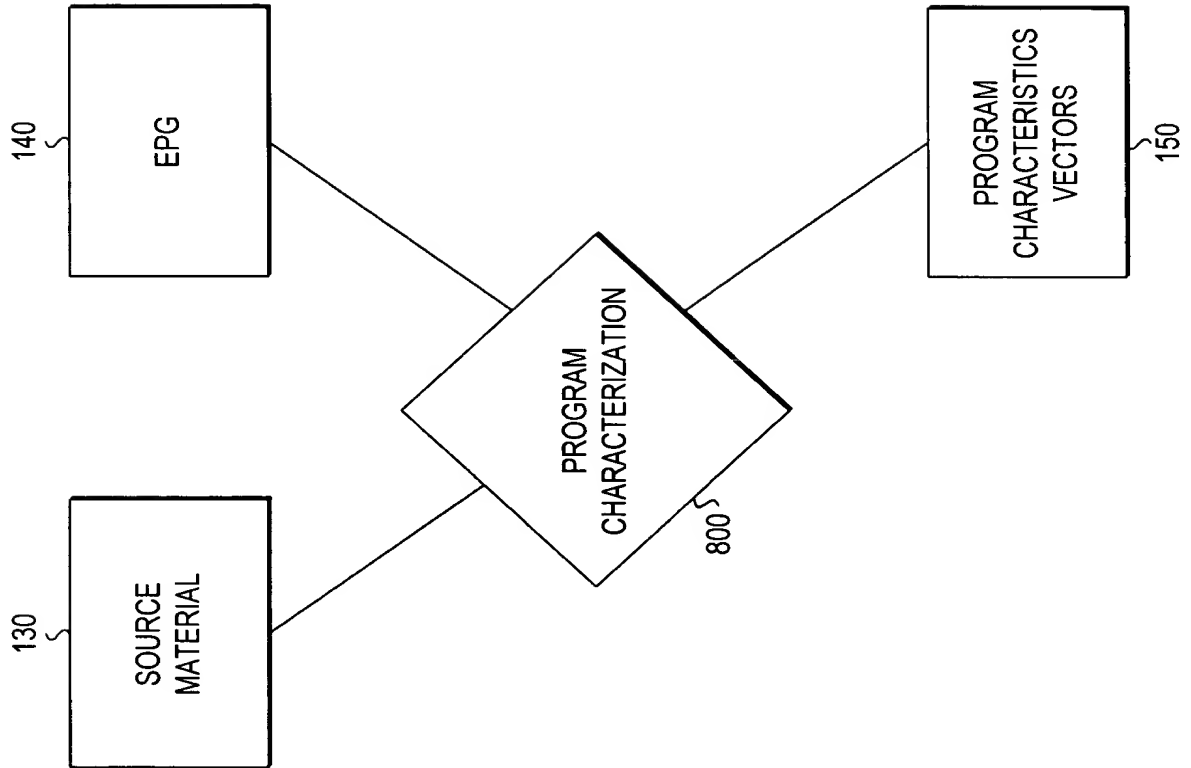
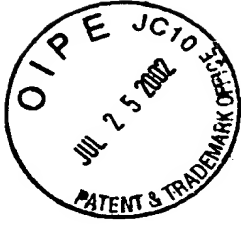
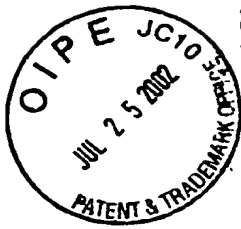


FIG. 8A



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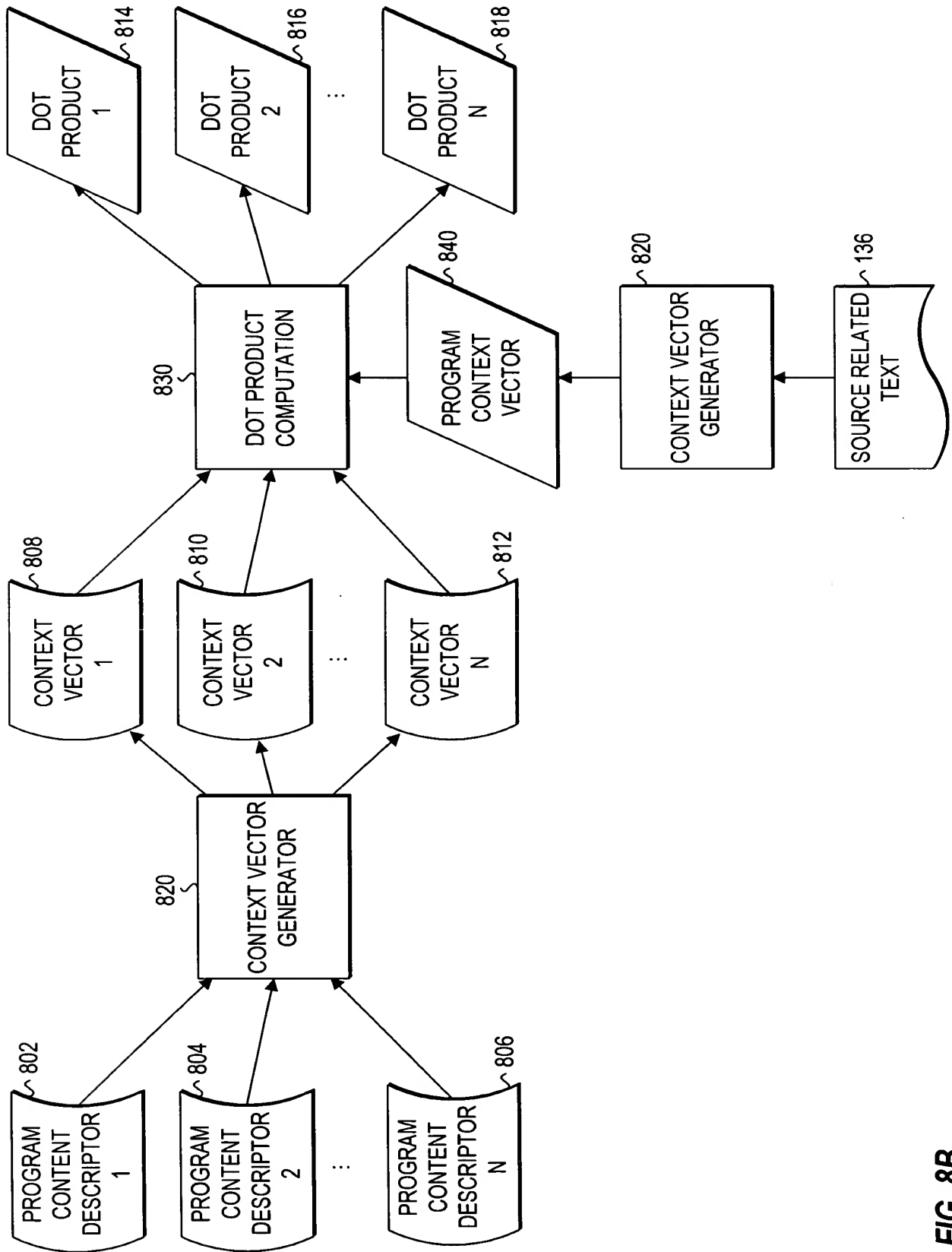
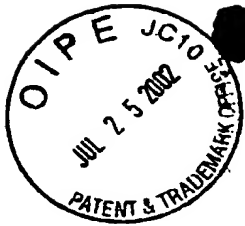


FIG. 8B



TITLE: Client-Server Based Subscriber Characterization System  
INVENTORS: ELDERING, Charles A.  
SYLLA, M. Lamine  
Appl. No.: 09/205,653  
Atty Docket: T703-00 (formerly 8887.3003)

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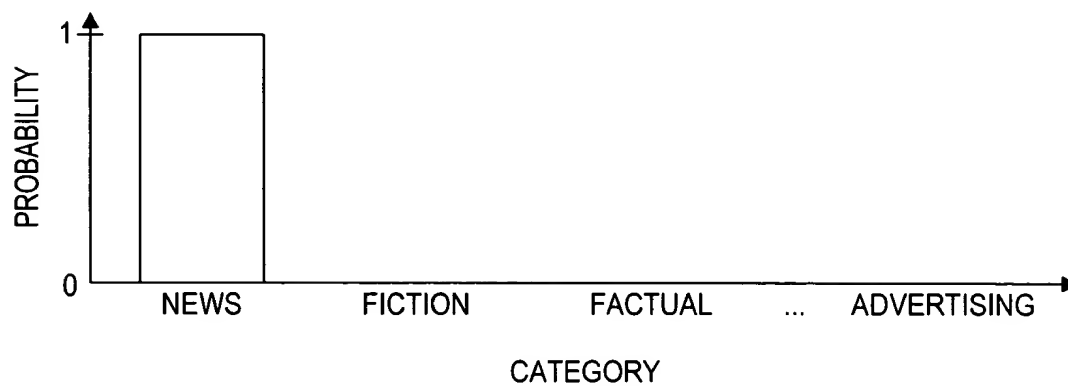


FIG. 9A

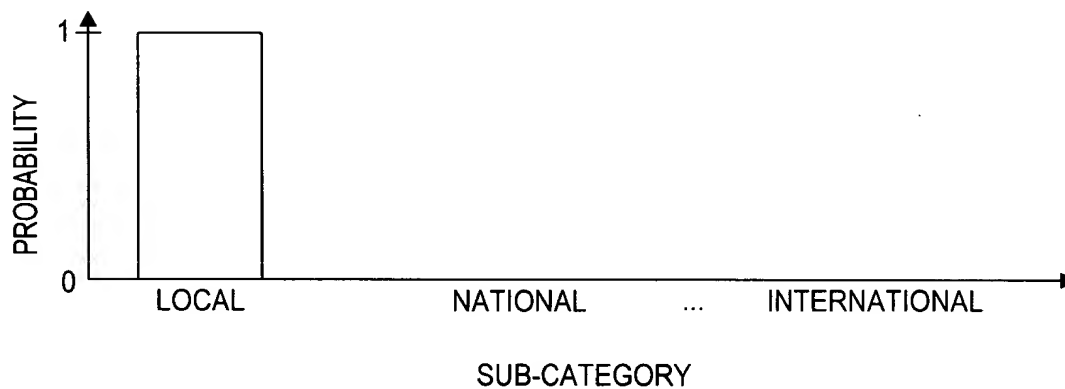


FIG. 9B

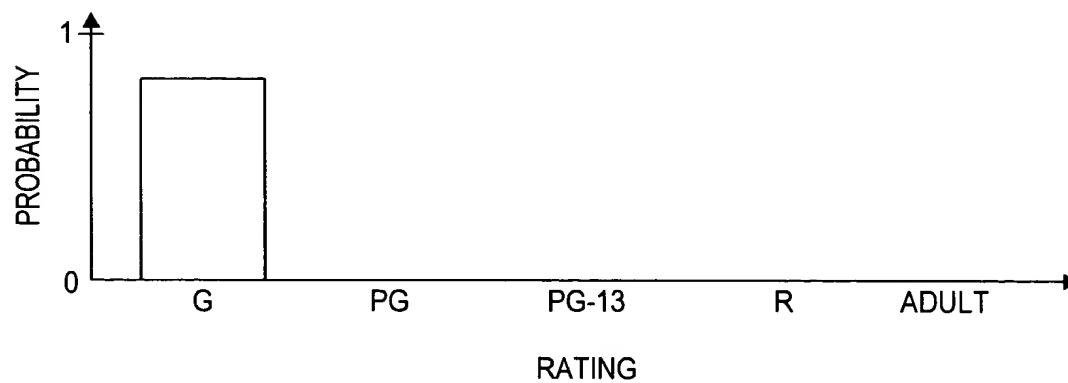
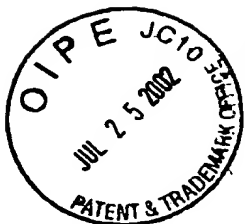
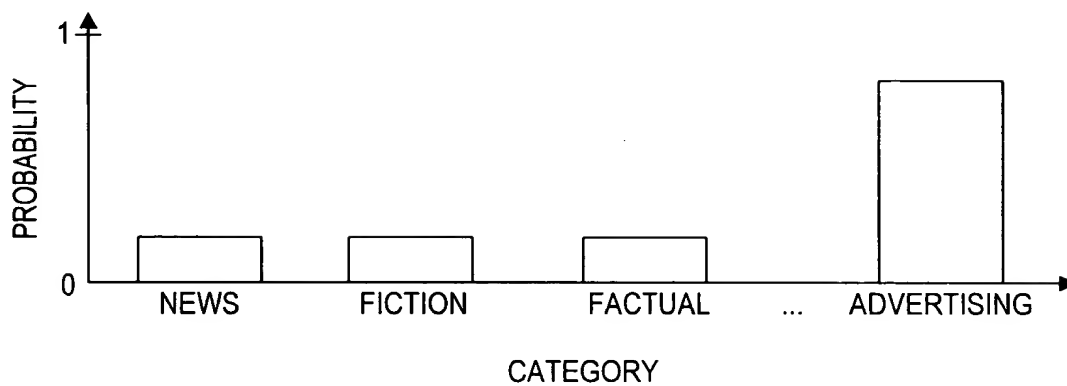


FIG. 9C

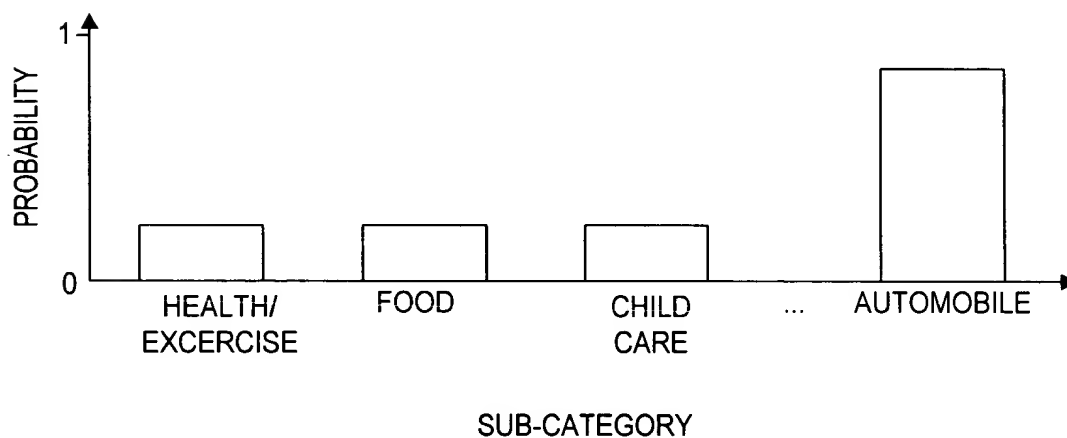


TITLE: Client-Server Based Subscriber Characterization System  
INVENTORS: ELDERING, Charles A.  
SYLLA, M. Lamine  
Appl. No.: 09/205,653  
Atty Docket: T703-00 (formerly 8887.3003)

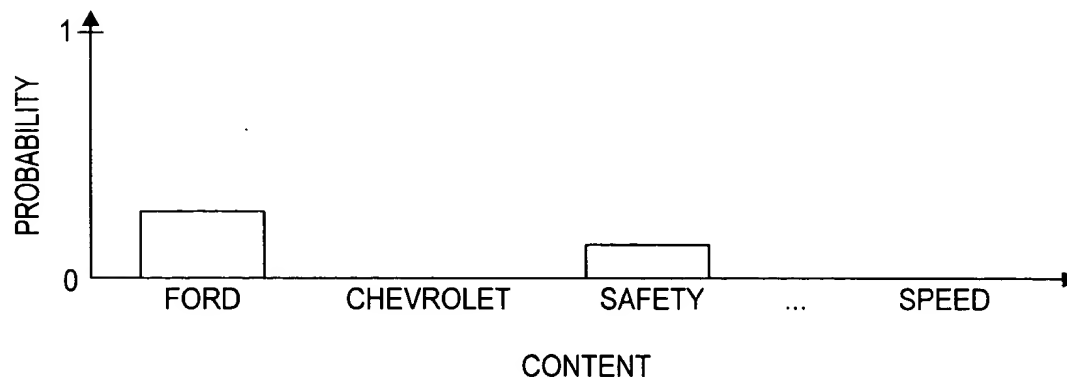
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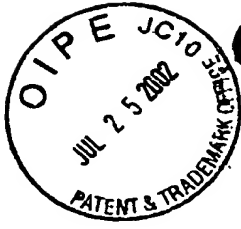
**FIG. 9D**



**FIG. 9E**



**FIG. 9F**



TITLE: Client-Server Based Subscriber Characterization System  
INVENTORS: ELDERING, Charles A.  
SYLLA, M. Lamine  
Appln. No.: 09/205,653  
Atty Docket: T703-00 (formerly 8887.3003)

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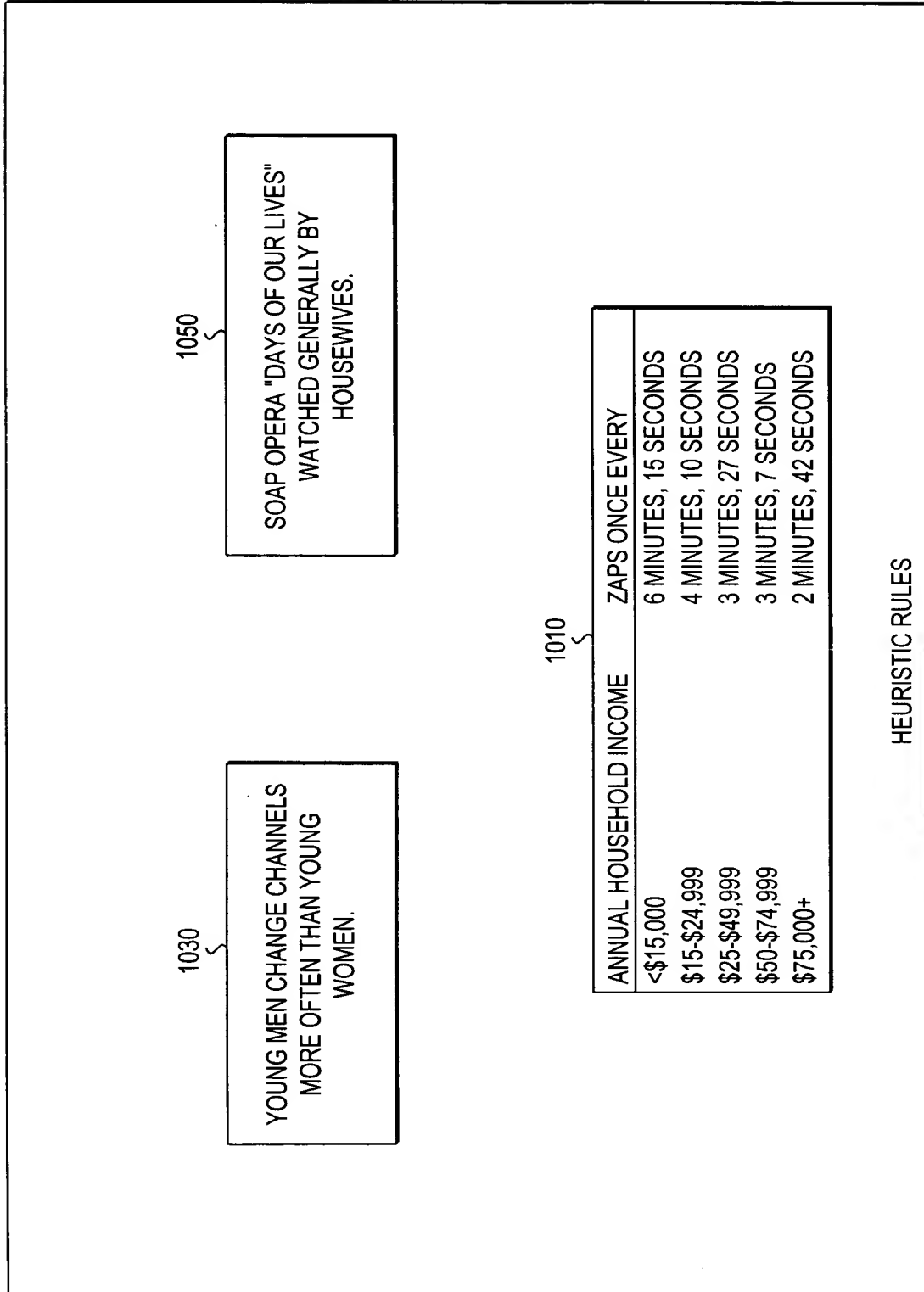
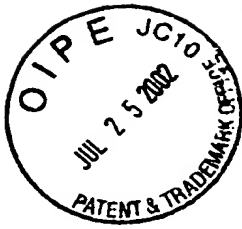


FIG. 10A

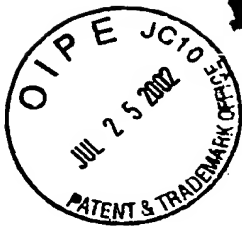


TITLE: Client-Server Based Subscriber Characterization System  
 INVENTORS: ELDERING; Charles A.  
 SYLLA, M. Lamine  
 Appln. No.: 09/205,653  
 Atty Docket: T703-00 (formerly 8887.3003)

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DEMOGRAPHIC GROUPS														
CATEGORIES	AGE		INCOME		SIZE		GENDER							
	0-10	10-18	..	>70	0-20K	20-50K	..	50-100K	1	2	..	>5	M	F
	0.1	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7		
	0.5	0.3	0.2	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2		
	0.2	0.2	0.3	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6		
	:	:	:	:	:	:	:	:	:	:	:	:		
ADVERTISING	0.1	0.3	0.5	0.5	0.3	0.2	0.1	0.2	0.1	0.3	0.5	0.5		

FIG. 10B



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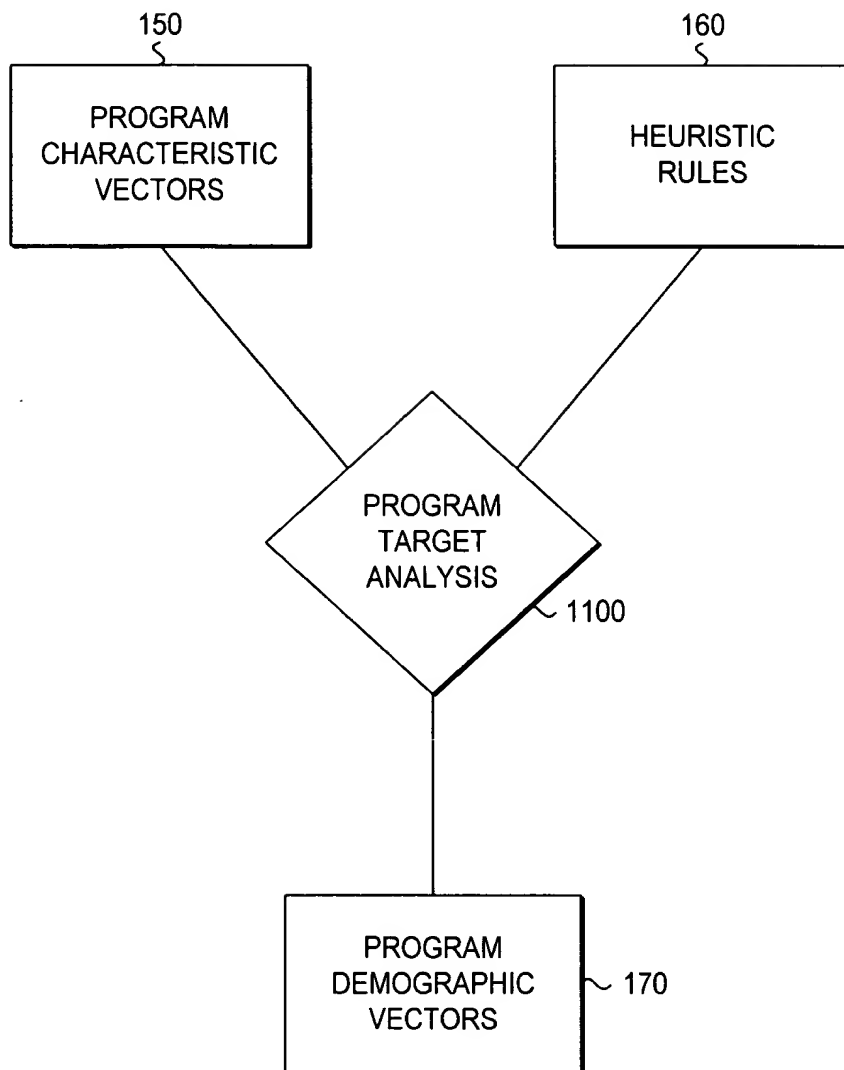


FIG. 11



TITLE: Client-Server Based Subscriber Characterization System  
INVENTORS: ELDERING, Charles A.  
SYLLA, M. Lamine  
Appln. No.: 09/205,653  
Atty Docket: T703-00 (formerly 8887.3003)

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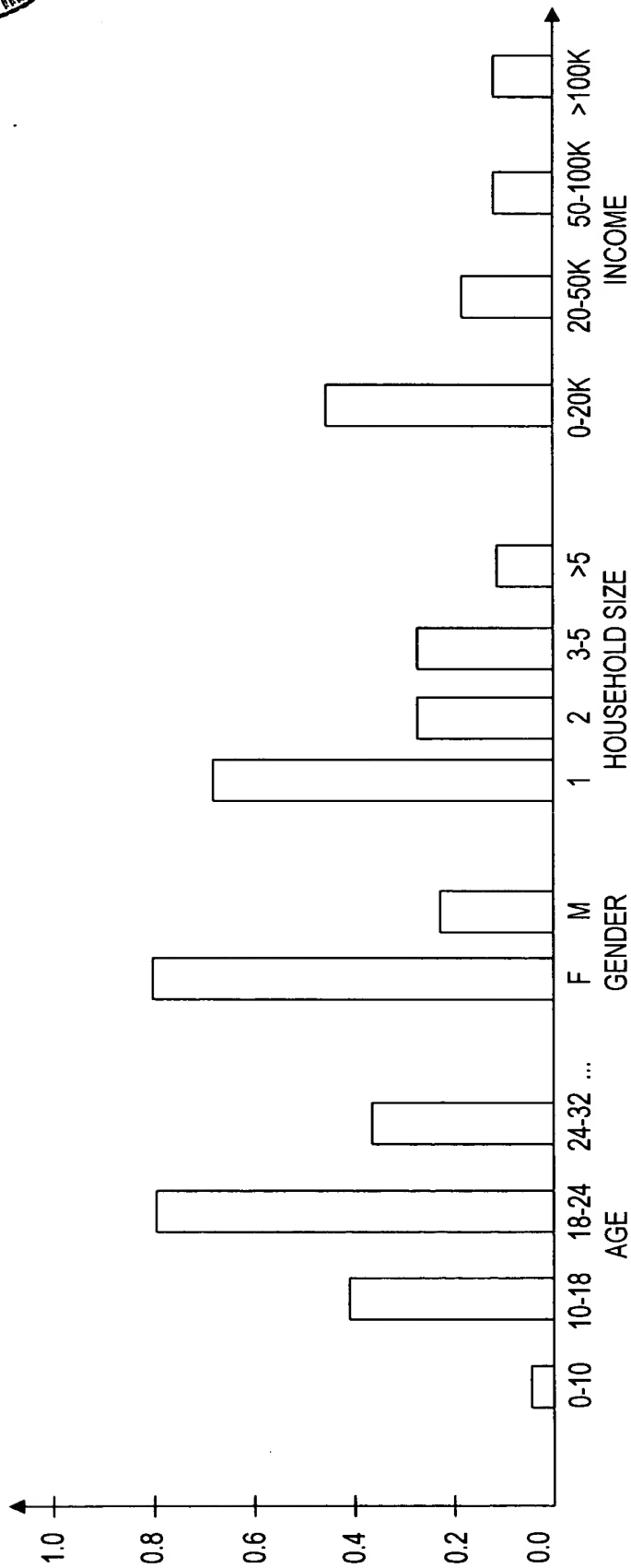
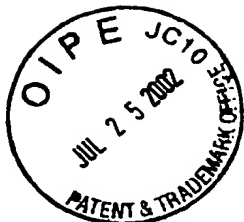


FIG. 12



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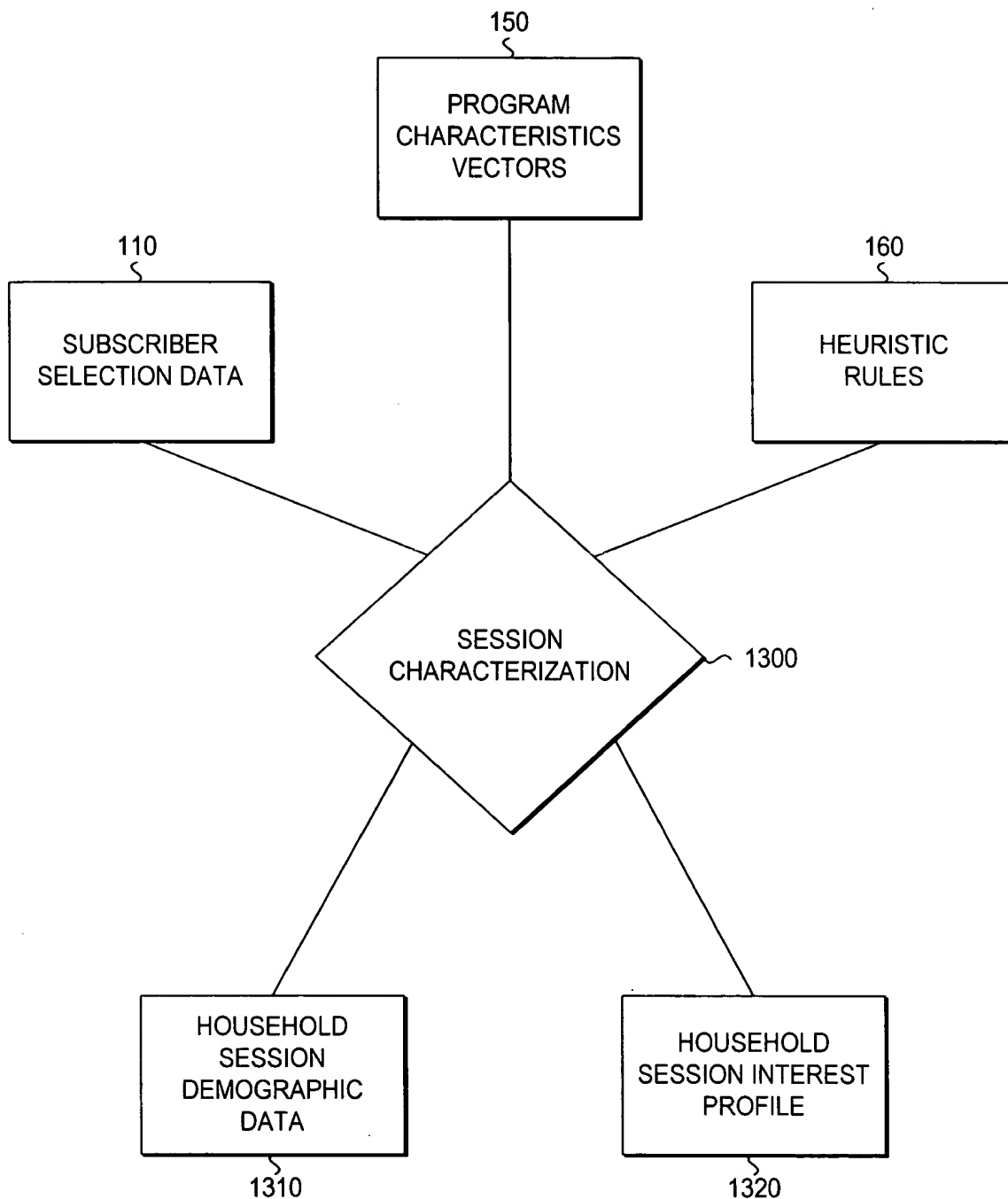
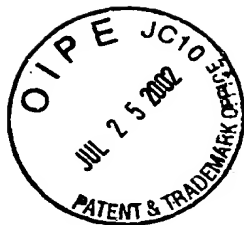


FIG. 13



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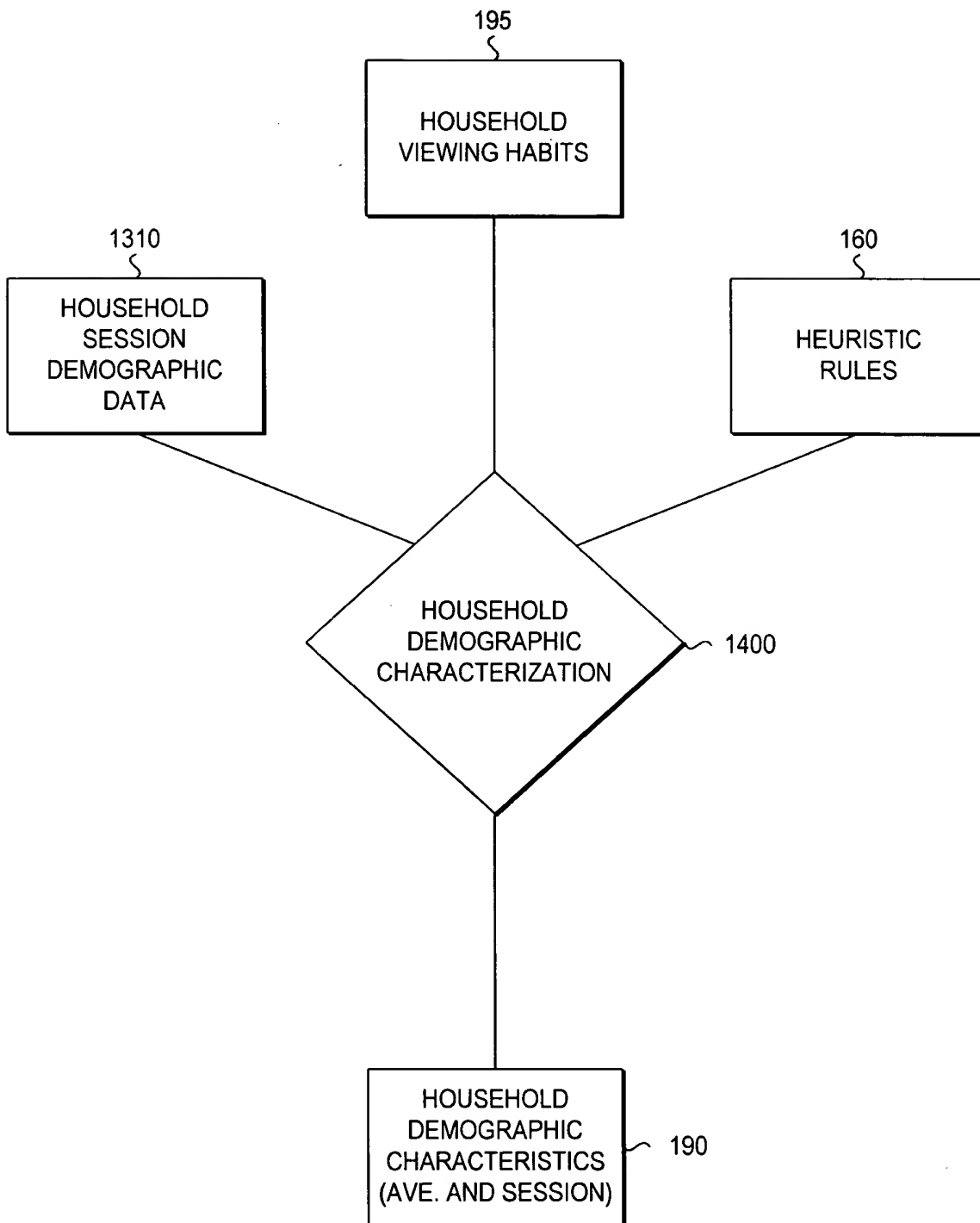
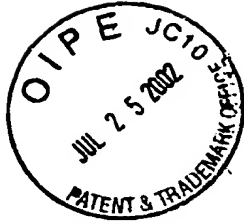


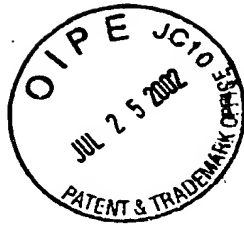
FIG. 14



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1501 §	1505 §	1503 §	1507 §
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15



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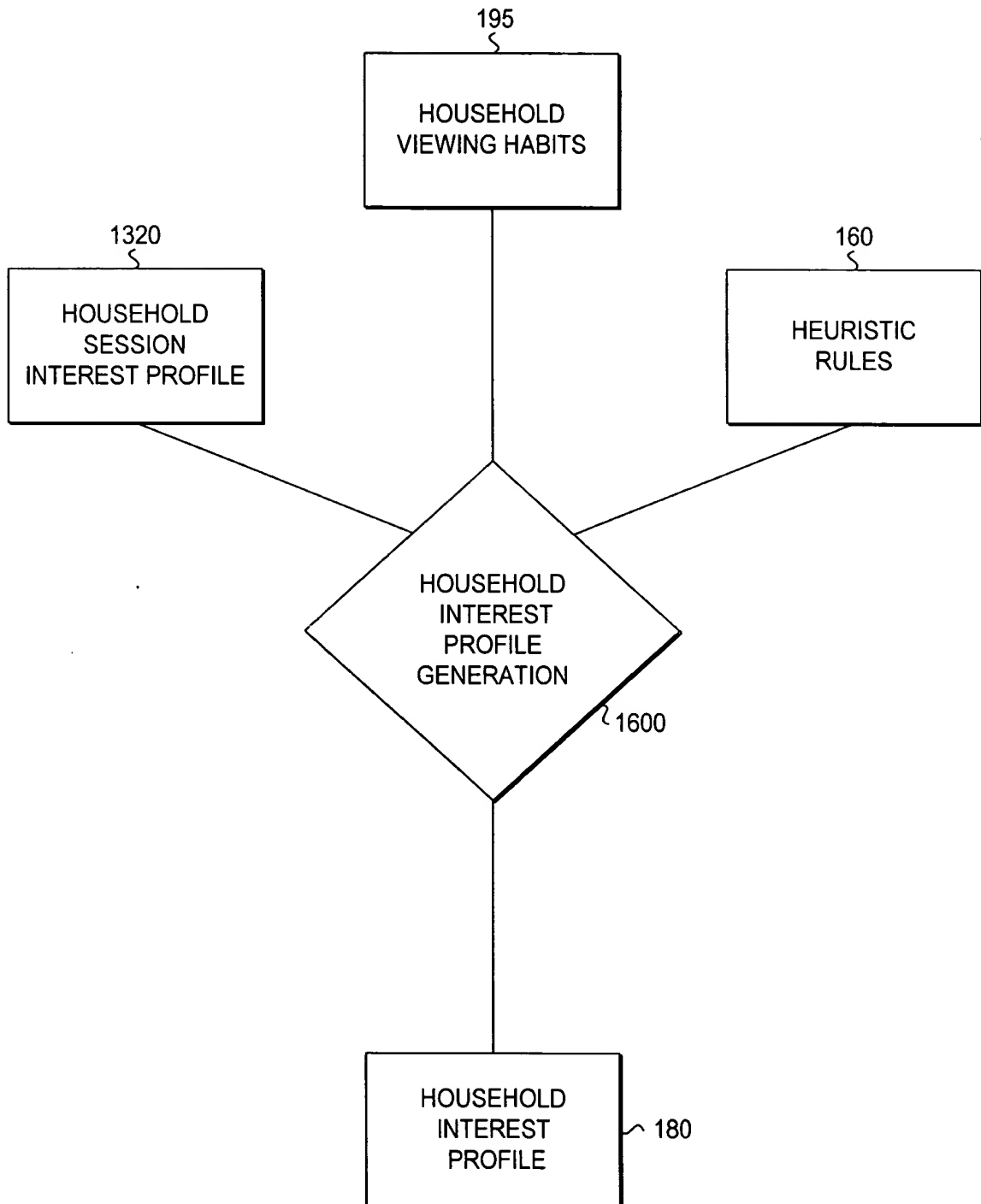


FIG. 16



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		1701	1703	1705
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1709	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		⋮		
		SPORTS	0	0.05
1707	PRODUCTS	HEALTH/EXERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		⋮		
		AUTOMOBILE	0.1	0.2

FIG. 17

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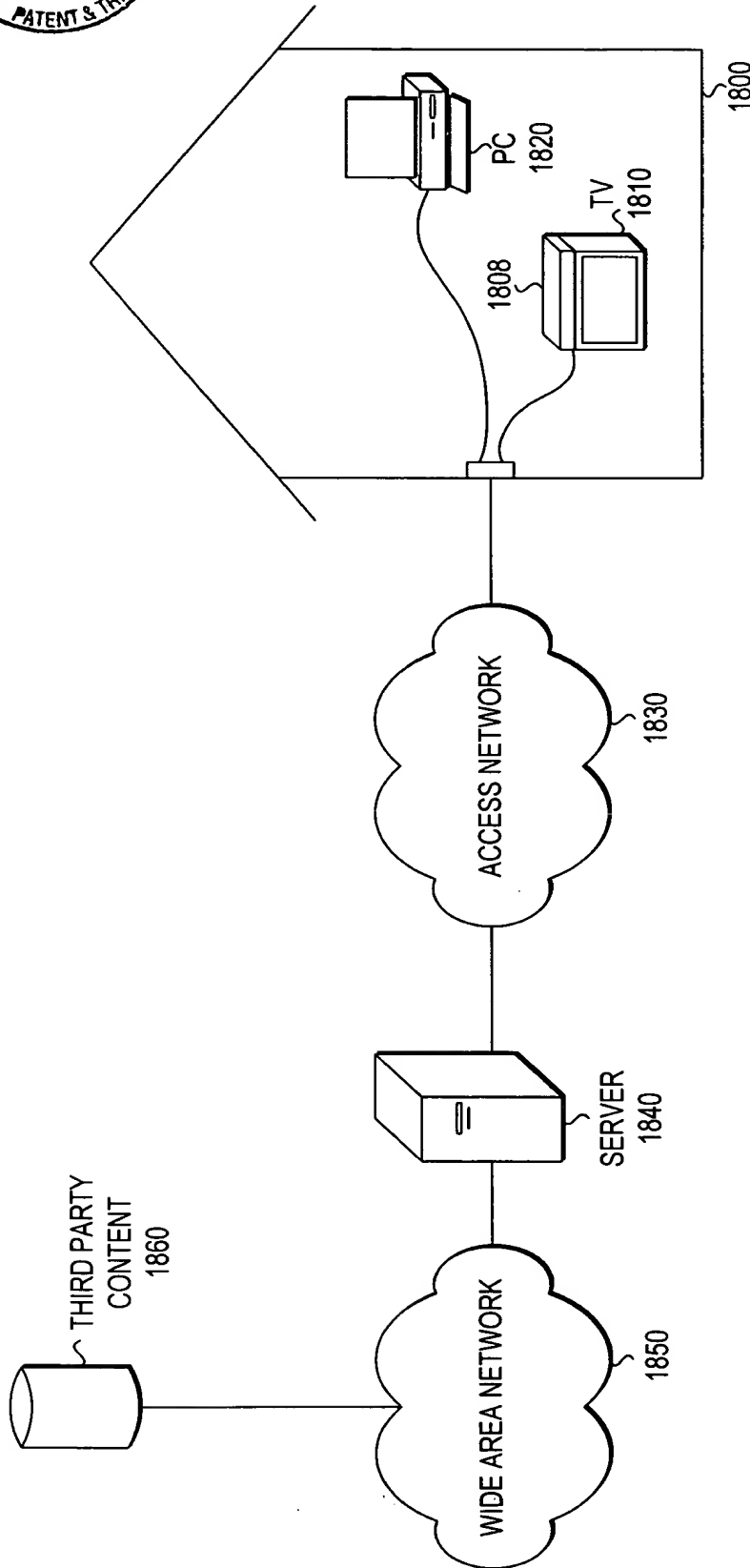
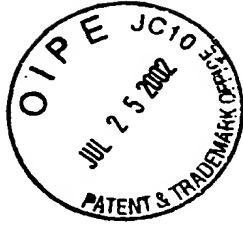


FIG. 18